



PROJECT GUIDELINES

VAAZHNDHU KAATTUVOM PROJECT

*Women Livelihood
Service Centre*

Project Guidelines

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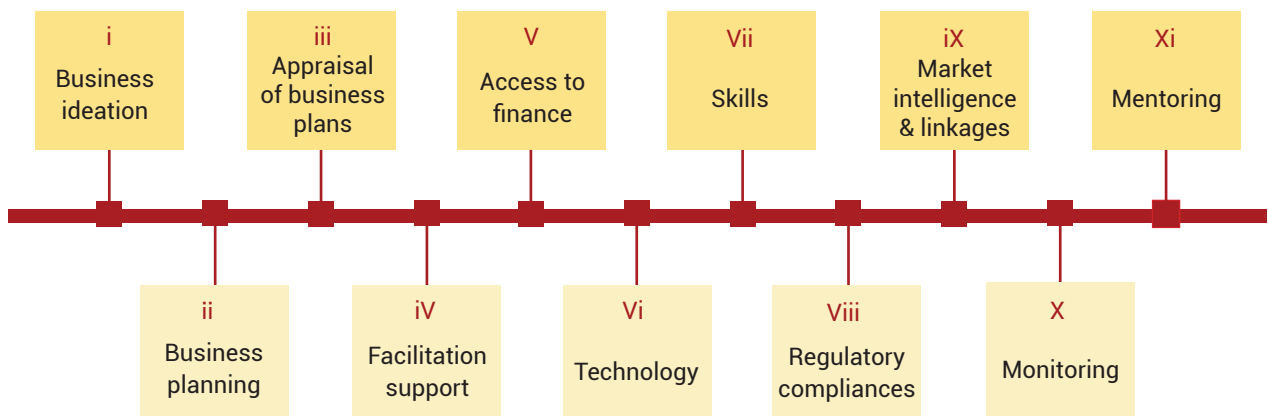
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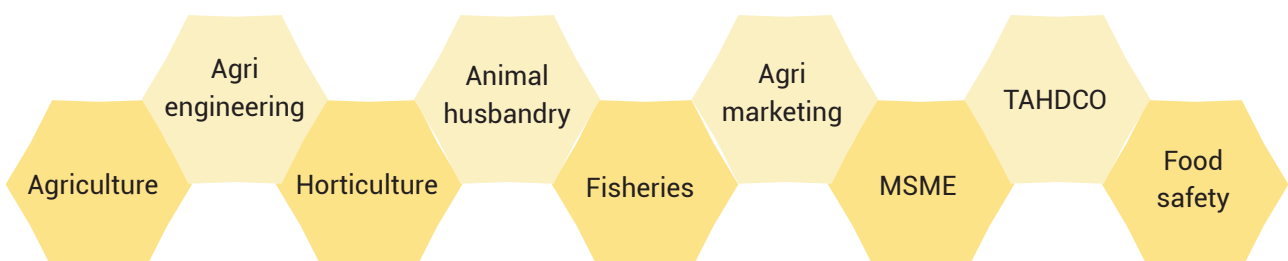
1 Introduction

Vaazhndhu Kaattuvom Project with an objective to promote rural enterprises, access to finance and job opportunities, will support and strengthen enterprise development in the project blocks. The project will establish Women Livelihood Service Centre (WLSC) for providing business development support services for enterprises and entrepreneurs. The access of single point business solutions will help entrepreneurs such as women, youth and new entrants to overcome the entry barriers and bottlenecks.

Women Livelihood Service Centre is a single point business service provider offering enterprise development support services such as



The WLSC will provide information and access to services of various government departments which are linked to livelihood and economic enhancement.



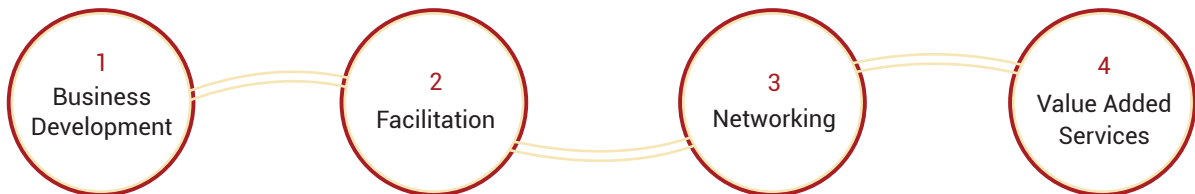
The WLSC also provides value added services in the form of e-services like e-registration and e-filling and convergence of various central and state sponsored schemes for accessing compliances.

2 Objectives

The objective of the Women Livelihood Service Centre is to support new and existing enterprises to accelerate entrepreneurial growth in rural blocks of Tamil Nadu.

3 Services provided by the WLSC

The WLSC will provide services in four major segments such as,



WLSC will be a Hybrid model with both free and payment based services. The free/non payment services such as Business ideation, Business plan preparation, Mentoring support, through functional experts, market intelligence information will be free services. The payments services include tax filing, GST, Certifications, registrations for obtaining PAN cards etc. The list of free and payment-based tasks (along with the rates) will be intimated in due course.

Business development services	Facilitation services	Networking	Value added services
<ul style="list-style-type: none"> • Screening of entrepreneurs • Business ideation • Business plan Preparation 	<ul style="list-style-type: none"> • Support to initiate entrepreneur activity • Access to finance • Mentorship • Functional experts advice • Appraise the business plans by mentor / functional experts 	<ul style="list-style-type: none"> • Marketing linkages • Logistical tie ups • Sectoral development • Training • Business workshop • Advises from experts 	<ul style="list-style-type: none"> • PAN Card • GST filing • FSSAI • UDAYAM • Online compliance • Licencing • Certifications • Auditing

Business development services	Facilitation services	Networking	Value added services
	<ul style="list-style-type: none"> Information and linkages Marketing intelligence Other department tie ups 		<ul style="list-style-type: none"> Tax returns Accounting

Enterprises supported by the WLSC should necessarily maintain books of records for a period of at least 12 months.

4 Enterprise supported by the WLSC

The WLSC will support all existing and new enterprises in the categories of i) Nano, ii) Micro, iii) Small, iv) Group enterprises (Enterprise Group and Producer Collectives). The WLSC will support a minimum 150 enterprises (both individual and group) per block.

The classification of enterprises as defined by VKP are as follows.

Enterprise Type	Investment	Business Turnover	Employment Created
Nano	Up to 5 Lakhs	10 -15 Lakhs	0-1 +
Micro	5 - 15 Lakhs	15 – 25 Lakhs	8 +
Small	15 – 30 Lakhs	25– 250 Lakhs	15 +

The classification of Group enterprises as defined by VKP are as follows.

Group Enterprise Category	Definition	Members Range
Enterprise Group	A group of members having joint ownership and control over the business activities with shares profit and loss	10-30
Producer Collectives	Higher level aggregation, value addition, marketing and service provisioning for economies of scale	300 and above Minimum of 150 to 300 members For tribal or hilly areas

The following enterprises will not be supported by WLSC

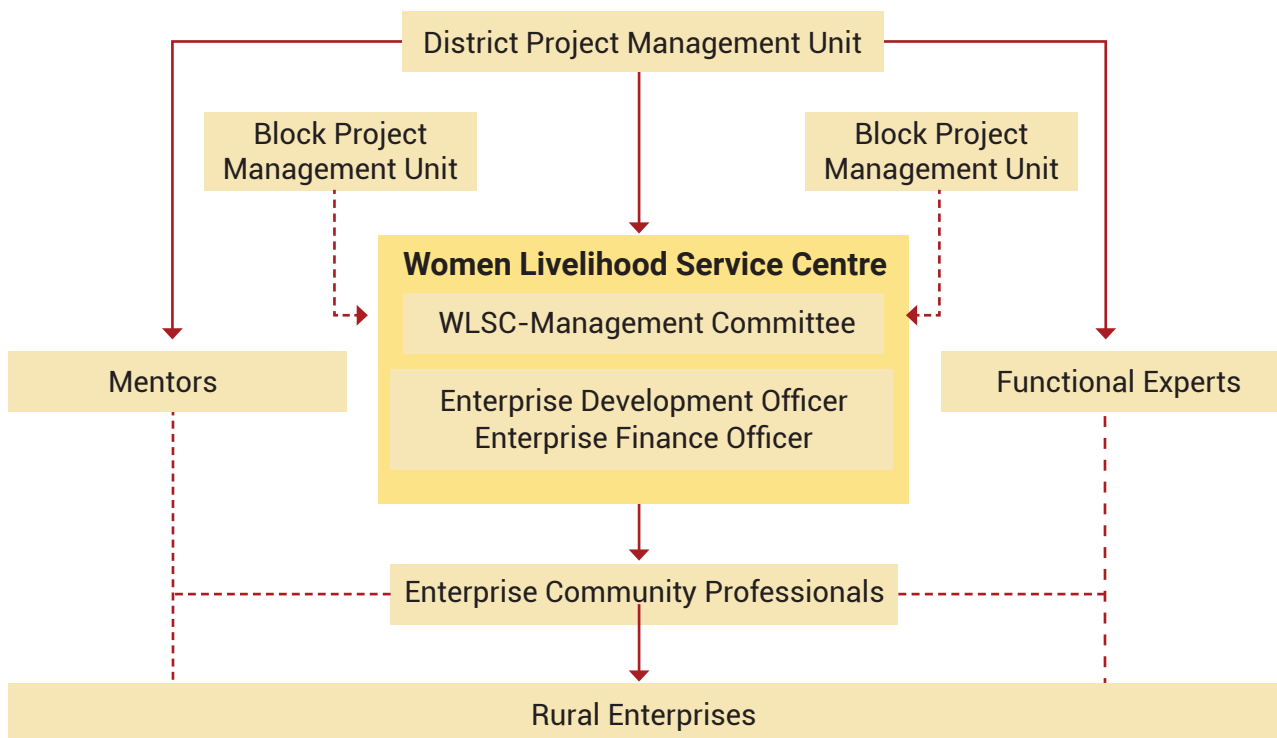
- a | Entrepreneurs involved in any illicit or illegal activity
- b | Enterprises classified in the negative list as per the Environmental and Social Management Framework (ESMF).

5 Location

The WLSC will be established in the VKP blocks (one per three blocks or one per two blocks) based on the contiguity (the location for 42 WLSCs is annexed).

The WLSC will be centrally located, accessible to all adjacent blocks with good transport and network connectivity.

6 Structure of WLSC



The WLSC will comprise WLSC management committee and the WLSC professionals (EDO and EFO). The WLSC management committee will oversee and guide the overall activities of the WLSC, while

the WLSC professionals will carry out the day to day activities. The WLSC professionals will report directly to District Executive Officer (DEO), who will be monitored by the District Project Management Unit (DPMU)

6.1 District Project Management Unit (DPMU)

The District Project Management Unit will be responsible for planning, implementation and monitoring of project activities at the district level. The District Executive Officers (DEO), Executive Officers and Block team will support the establishment and implementation of all activities in the Women Livelihood Service Centre

The WLSC Management Committee should meet twice a month by maintaining appropriate meeting minutes, follow ups and submit the monthly report to SPMU.

6.2 WLSC Management Committee (WLSC-MC)

The WLSC Management Committee will be constituted with the following members for overseeing the activities of the WLSC and providing guidance.

1	District Executive Officer	Committee Chair Person
2	Executive Officer- (EED)	Member
3	Executive Officer-(A&A)	Member
4	Block Team leader- Respective Block	Member
5	Project Executive –(EED / A&A)	Member

6.2.1 Responsibilities of WLSC Management Committee

- Identification of location and establishment of the office setup
- Facilitate convergence and tie up with line departments.
- Identification, selection and engaging of professionals for WLSC
- Conduct the committee meeting twice a month along with WLSC Professionals (EDO & EFO)
- Identification, selection and empanelment of mentors and functional experts
- Report the status to the SPMU on a monthly basis.
- Approve the monthly work plan of the WLSC and monitor its progress
- Facilitate communication outreach, conduct workshops and seminars
- Monitoring the performance of professionals (EDO & EFO), mentors and functional experts
- To facilitate and conduct a regular capacity building program and trainings

6.3 Enterprise Development Officer (EDO) and Enterprise Finance Officer (EFO):

The Enterprise Development Officer and Enterprise Finance Officer will be hired as the WLSC Professionals, who will be responsible in managing the operations of the WLSC.

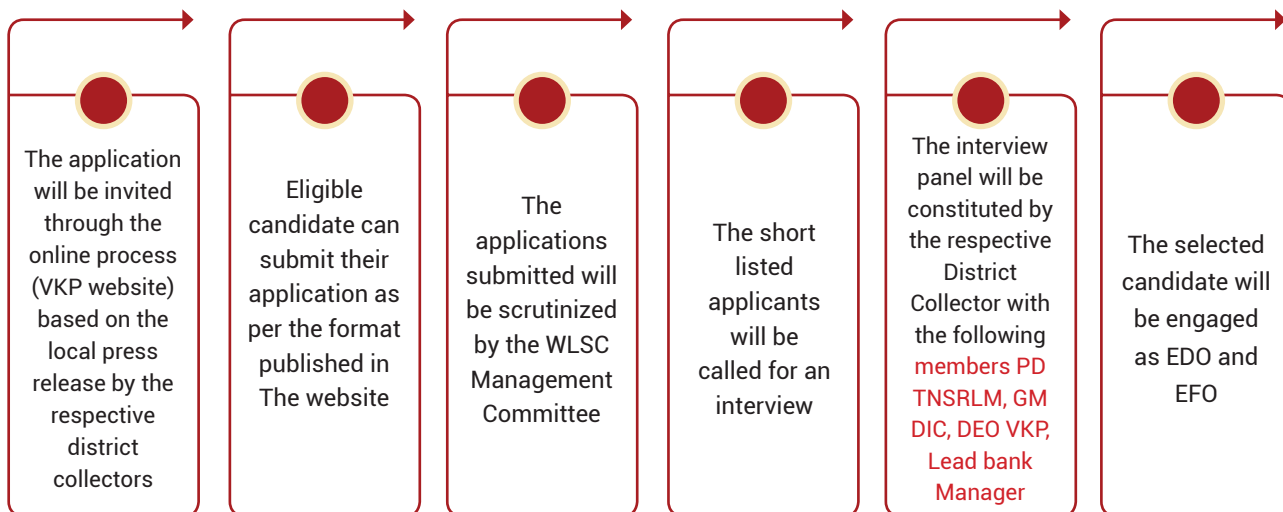
6.3.1 Eligibility criteria of selecting EDO / EFO:

- Any Post Graduate degree with computer proficiency.
- Age, not more than 40 years
- A professional who will manage the WLSC functioning in the blocks
- A person with entrepreneurial skill set / practitioners
- Sound knowledge on rural enterprises, business development and financing activities

Women and socially disadvantaged with requisite experience will be given priority

Experience in coordination and networking

6.3.2 Selection of EDO and EFO



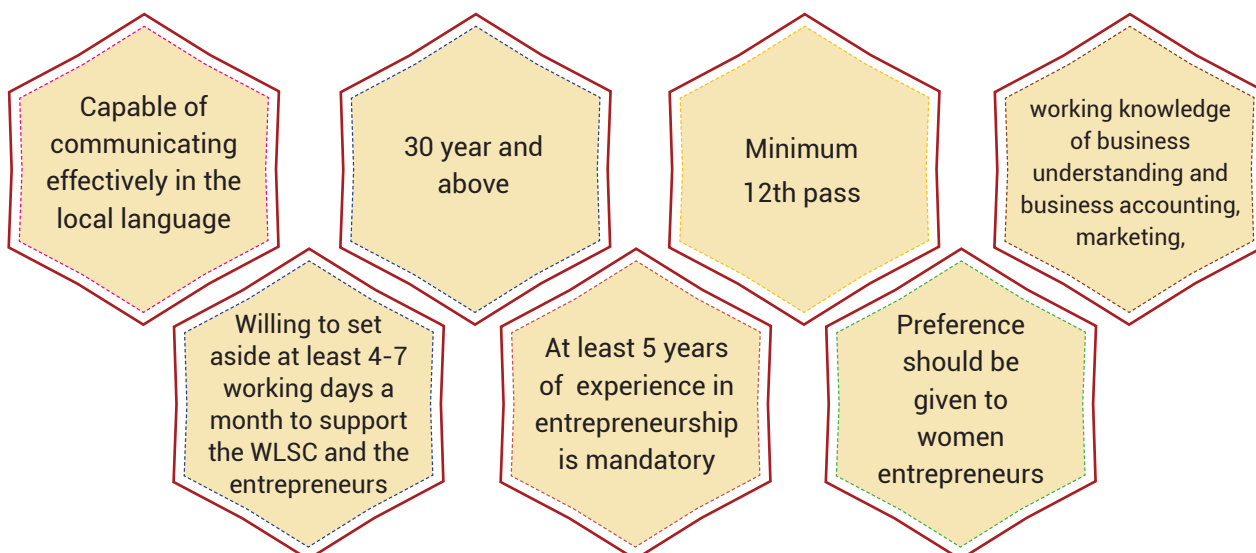
6.3.3 Salary to the EDO and EFO

The Salary will be paid on monthly basis of Rs. 25,000/- (Rs. 1000/- travelling allowances + incentive 5% of actual salary) to the individuals' account after submission of their work done report to WLSC MC. The incentive will be paid based on the performance of WLSC professionals, no. of service provided to the beneficiaries on pro rata basis, which will be developed in due course.

6.4 Mentors

The experienced entrepreneurs with an attitude to guide, groom and support potential entrepreneurs from different sectors are mentors. Entrepreneurs from various sectors will be identified based on their experience and geographical location who will then be positioned as mentors. Each WLSC will identify 3 – 5 mentors and empanel them to support rural entrepreneurs as per the need and requirement. The WLSC will coordinate and align the mentor and mentee for enterprise promotion.

6.4.1 Eligibility Criteria of Mentors:



6.4.2 Selection Procedure:

The mentors will be empanelled by the WLSC Management Committee using their existing policy for State Resources Persons of TNSRLM.

6.4.3 Honorarium to the Mentors:

The honorarium will be paid on call basis as per the services rendered at maximum of Rs.5000 per month maximum of Rs.700 per day which will also include travel allowance).

The mentor will submit their work done report to EFO at end of every month. The EFO will sign the report and submit it to WLSC MC. The Management Committee will approve the report for releasing

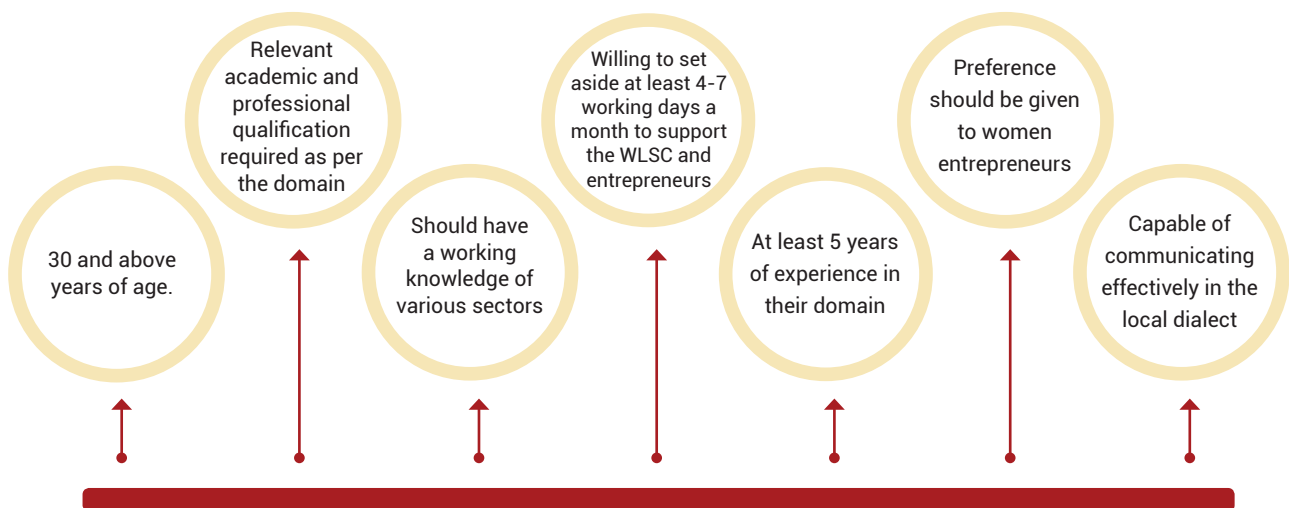
the honorarium to the mentors. The WLSC will be responsible to release honorarium to mentors.

6.5 Functional Experts:

Functional experts are specialists in providing specific services such as accounting, food safety technicians, lawyers, tax consultant, banker, insurance advisers, etc., are functional experts.

The WLSC will identify 3 – 5 experts from financial experts, lawyers, chartered accountants, food safety technicians, retired bankers and other experienced to provide functional support to enterprises. The functional experts should be able to set aside 4 -7 days each month to provide technical assistance to enterprises.

6.5.1 Eligibility Criteria of Functional Experts:



6.5.2 Selection Procedure:

The functional experts will be empanelled by the WLSC Management Committee using their existing policy for State Resources Persons of TNSRLM.

6.5.3 Honorarium to the Functional Experts:

The Functional experts will be paid according to norms of the VKP and based on the task performed. The honorarium will be paid on call basis as per the services rendered at maximum of Rs.5000 per month (maximum of Rs.700 per day which will also include travel allowance)

The functional expert will submit their work done report to EFO at end of every month. The EFO will

sign the report and submit it to WLSC MC. The Management Committee will approve the report for releasing the honorarium to the functional experts. The WLSC will be responsible to release honorarium to functional experts.

6.6 Enterprise Community Professionals (ECPs):

ECP, field professional at lower rung in the village Panchayat and the rural entrepreneurs. The ECPs will enable entrepreneurs to access business development and training services of the project

7 Establishment of WLSC

i The SPMU will do a mapping of the contiguous Blocks

The District team will identify the location for establishing WLSC

ii

iii The office should be centrally located for easy accessibility of adjacent block

The district team to constitute the WLSC Management Committee

iv

v The district team through the WLSC MC will recruit the necessary human resources for WLSC as per the Criteria

The district team will be responsible for empanelling the mentors and functional experts as per the empanelment criteria

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7.1 Infrastructure and Assets at the WLSC

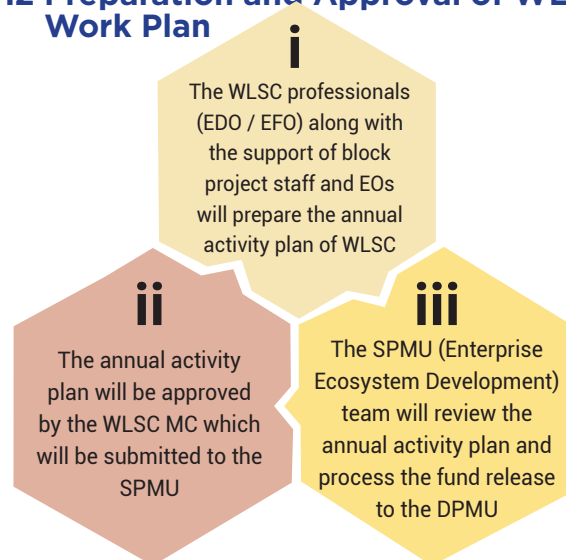
- i. The EDO/EFO will be responsible for opening a separate saving / current joint bank account in the name of WLSC. The account will be jointly operated by DEO and EFO as signatory authority.
- ii. The existing district level procurement committee will be responsible for the procurement of assets for WLSC.
- iii. The procurement committee will procure the assets for WLSC as per the project norms.
- iv. The WLSC assets will be owned by the project and during the closer period the asset will be handed over to the TNSRLM or any other institute as directed by the Govt. of Tamil

Nadu.

- v. The WLSC professionals should maintain asset register regularly.

Assets	Unit
Table and Chair Set	2 Set
Plastic Chair for stakeholders	10 Nos
Cupboard	2 Nos
Personal Computer with UPS	2 Nos
Printer	1 Nos
Broad Band Connection	1 Nos
Refurbishment	One time

7.2 Preparation and Approval of WLSC Work Plan



7.3 Training of WLSC Professionals

- i. The SPMU will Develop IEC and Training Materials for training the WLSC professionals, Project team, ECPs and the connected stakeholders (Line department such as MSME, TAHDCO, DIC etc.) of the project.

- ii. The DPMU team will create awareness and the outreach activities to every Village Panchayats.
- iii. The SPMU team will train the WLSC Office bearers along the District team regional wise.
- iv. The District team will Orient the District, block level line department officials and bankers for effective convergence and efficient service delivery.
- v. The ECPs will be provided required training by the block level project staff and WLSC team.
- vi. Refresh training will be conducted every six months to all stakeholders

Tentative training contents and duration

S.No	Trainees	Content	Duration of the training
1	WLSC Professionals (EDO and EFO), Mentors, Functional Experts.	Overview of the VKP Project components	2 days
2	WLSC Professionals (EDO and EFO), Mentors, Functional Experts.	Brief about WLSC and its role and responsibilities	2 – 3 days
3	WLSC Professionals	EPD, Business Plan Preparation training	3 – 4 days
4	WLSC Professionals	Governance, Book Keeping, convergence, etc.,	2 – 3 days
5	Enterprise Community Professionals	About WLSC and their role. Application of processing in WLSC.	2– 3 days
6	Orientation to Stake Holders (Line departments)	About WLSC, Functioning and Benefits of the WLSC, convergence and partnership	1 day

7.4 Identification of Entrepreneurs / Enterprises.

- i. The project has identified existing and new individual enterprises through the Participatory Growth Plan exercise for scaling and promoting.
- ii. Shortlisting the potential enterprises supported through NEFF for scaling up (potential Nano enterprises assisted that can be scaled up as micro or small enterprise through MGP/formal financing/convergence)
- iii. The Block Project Management Unit will share the Village Investment Plan with the Enterprise Community Professionals for identifying and mobilizing the individual enterprises for enterprise promotion.
- iv. Further ECPs will verify the individual enterprises and link them with WLSC for

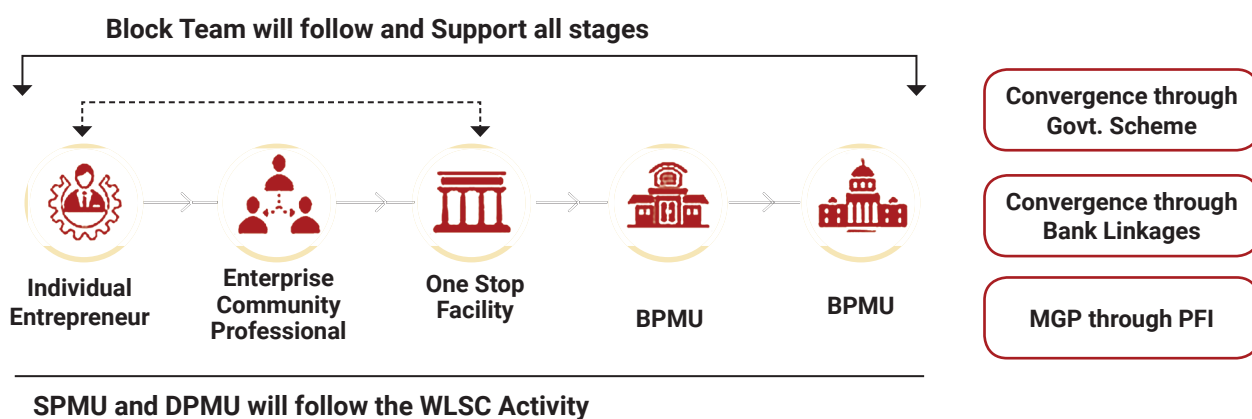
Business plan preparation and for accessing services.

- v. The ECPs will coordinate with enterprises supported through WLSC.

7.5 Identification of collectives for WLSC Support.

- i. The project has identified existing collective enterprises through the Participatory Growth Plan exercise for scaling up.
- ii. The Block Project Management Unit will share the Village Investment Plan with the Enterprise Community Professionals for identifying and mobilizing the collective enterprises for enterprise promotion.
- iii. Further ECPs will verify the collectives and link them with WLSC for Business plan preparation and for accessing services.
- iv. The ECP will coordinate with collectives supported through WLSC.

8 Application Process Flow



8.1 How to Apply:

- The entrepreneur will approach the ECP of the village panchayat for availing services from WLSC.
- The ECP will scrutinize the application, screening and profile them and connect them to the WLSC premises.
- The entrepreneurs can also directly approach the WLSC for availing the services.
- Based on the needs of the entrepreneurs / enterprises the WLSC will provide the following services
 - Business ideation
 - Business plan preparation
 - Mentoring,
 - Linkage with financial institutions,
 - Convergence with other department schemes.

8.2 Application process at Enterprise Community Professionals Level

- Sourcing the applications from the entrepreneurs. The format for entrepreneur

application (including entrepreneur profiling) will be provided by the project in due course.

- Screening of entrepreneur The basic criteria for screening at the ECP level will be provided by the project in due course
- Validating the residential proof and SHG details.
- Fact checking on existing activity.
- Validating compliances
- Social and Environmental Appraisals.

8.3 Application and Documentation Process at Women Livelihood Centre Level

Second level of screening. The basic criteria for screening at the WLSC level will be provided by the project in due course

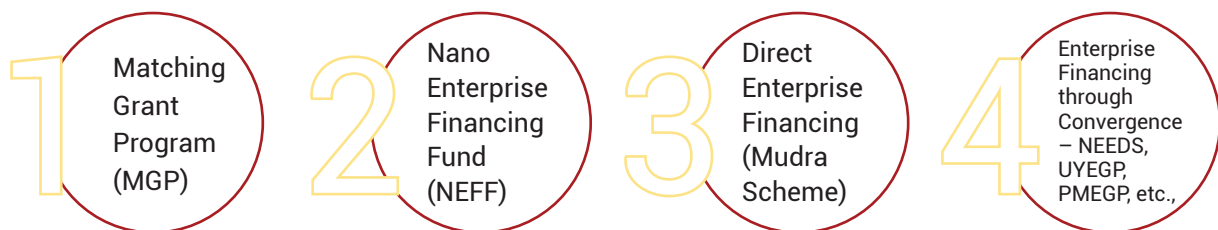
Identifying the Business development needs

Preparation of a viable and bankable business plan

Documentation as per the needs of the financial institutions

9 Financing of the Enterprise

The Project through WLSC will assist individual and collective enterprises in preparation of business plan which will include the proposed business activity, scope of project fund etc., WLSC will facilitate the enterprise financing through



9.1 MGP - Matching Grant Program:

MGP is an exclusive financial instrument implemented by the project to support new and existing enterprises to enable access to finance by reducing the risks in borrowing and extending credit by the formal institutions.

The WLSC will receive and scrutinise the applications from the entrepreneurs and forward the eligible applications for MGP to relevant persons at block and district levels. The EFO will follow-up and render support for availing loans under MGP, as needed

Loan Product details:

Parameters	Nano	Micro	Small	EG / PC
Loan Size	Up to 5 lakhs	5 to 15 lakhs	Above 15 lakhs	Up to Project Cost based on Business Plan
Margin Money	General Category 10% Special Category 5%	General Category 10% Special Category 5%	Individuals For Loans up to INR 50 Lakhs General Category 10% Special Category 5% For loans above INR 50 lakhs; General Category 15% Special Category 10%	For Loans up to INR 50 Lakhs – 15% For Loans above INR 50 Lakhs – 25%
Matching Grant	30% of the approved project cost of Individual enterprises.	30% of the approved project cost of Individual enterprises.	30% of the approved project cost of Individual enterprises subject to INR 40 lakhs cap.	30% of the approved project cost of Enterprise Groups and Producer Collectives subject to INR 40 lakhs cap.
Rate of interest and Repayment terms	As per Bank's norms	As per Bank's norms	As per Bank's norms	As per Bank's norms

1 Out of the total project cost of the business, the promoters/entrepreneurs have to put a certain percentage of their own money to have a stake in the business and this is called Margin money

9.2 Nano Enterprise Financing Fund (NEFF)

NEFF funds is credit support provided to SHG member / SHG households, Differently abled, Vulnerable and skilled youth with the repayment funds of Covid Assistance Package (CAP) through the Community Based Organization such as PLF and VPRC.

1. Through PLF for individual enterprise:

The loan amount ranges from Rs. 30,000 to Rs.70,000 will be given as loan per enterprise at the maximum rate of 12% interest.

2. Through VPRC for differently abled and vulnerable individuals:

The loan amount ranges from Rs. 5,000 to maximum Rs.25,000 will be given as loan at the maximum interest rate of 6 % interest.

3. Through VPRC for skilled youth:

The maximum loan amount Rs. 50,000 will be given as loan with an interest rate fixed by the CBOs. The NEFF guideline of the project explains it in detail.

10 Termination and Replacement of WLSC Professionals (EDO / EFO)

10.1 Termination of WLSC Professionals

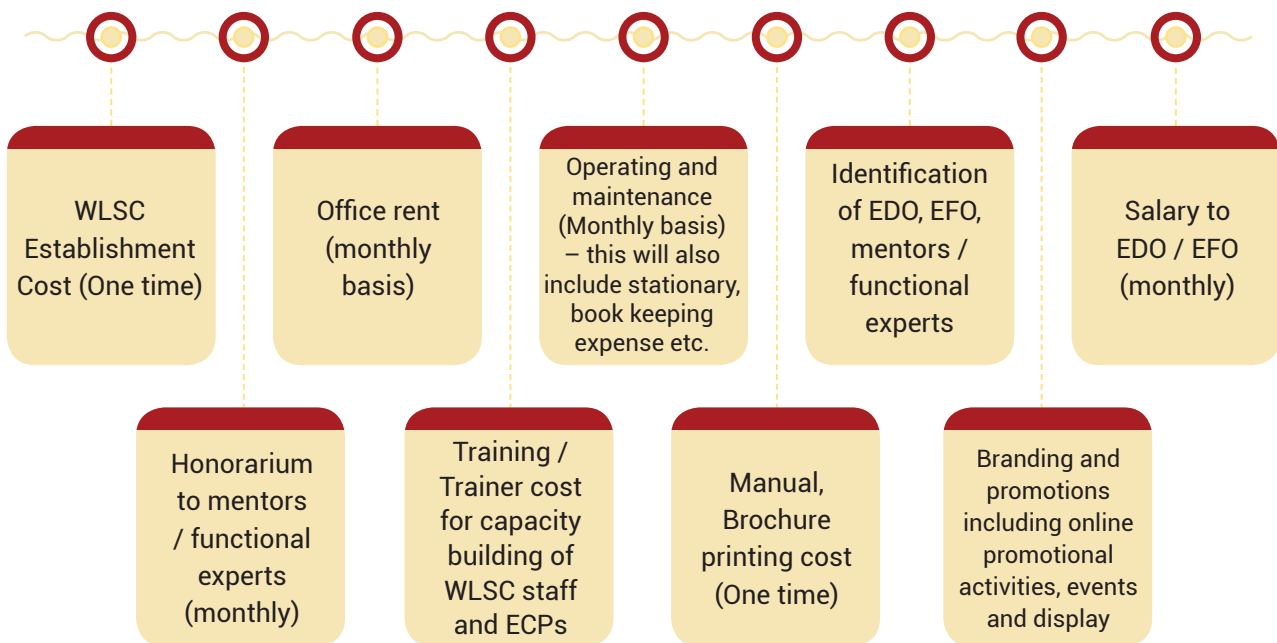
The WLSC staff / expert may be terminated due to unsatisfactory performance or disciplinary action.

10.2 Replacement of WLSC Professionals

The WLSC staff / expert who continue on unauthorised leave, not able to continue the job due to various reason or terminated by the WLSC MC, He / She will be replaced by the Women Livelihood Service Centre Management Committee as guided by the project and intimation has to gien to SPMU

11 Budget and Fund flow mechanism of the WLSC

The project will provide funds for the following activities



Budget Costing of WLSC – Capital Expenses

S. No	Particulars	Unit	Funding Type	Cost per Unit	Time duration of funding (in Months)	Total Amount
1	Establishment					
1a	One Table and Chair Set	2	One Time	5000		10000
1b	Plastic Chair for stakeholders	10	One Time	500		5000
1c	Cupboard	2	One Time	2000		4000
1d	Personal Computer with UPS, web camera, computer table	2	One Time	45000		90000
1e	Printer	1	One Time	15000		15000
1f	Refurbishment cost	Lump sum	One Time			20000
	Sub Total (1)					144000
2	Operational Cost					
2a	Operating and Maintenance cost (including Rent, EB, Communication Charges, stationary, book keeping expense, etc.,)	1	Recurring	5000	24	120000

S. No	Particulars	Unit	Funding Type	Cost per Unit	Time duration of funding (in Months)	Total Amount
2b	Salaries, TA and incentives for WLSC Staff	2	Recurring	27500	24	1320000
2c	Honorarium and TA for the Mentor	3	Recurring	5000	24	360000
2d	Honorarium and TA for the Functional Expert	3	Recurring	5000	24	360000
	Sub Total (2)					2160000
	Total Cost for One WLSC(1+2)					2304000
	For 42 WLSC					96768000
	Consolidated Cost for Training					
3	WLSC Professional training	84	Multiple time	12000		1008000
	Mentor / Functional Expert Training	252	One time	1500		378000
	ECP Training	3994	Multiple time			600000
	Project Staff training	Lump sum	Multiple time			146000
	Trainer Cost	Lump sum	Multiple time			150000
	IEC Material Printing and designing (Guidelines, Manual, etc)	Lump sum				1000000
	Sub Total					3282000
	Total Cost of 42 WLSC (including training)					100050000

11.1 Fund Release:

Fund	Time of Release	Frequency	Released by	Released to
Infrastructure / refurbishment	Submission of rental agreement to WLSC MC	One time	DPMU	WLSC WLSC will release the funds to respective concerns
Require furniture for setting up the WLSC	Submission of Quotations, Bills to WLSC MC	One time	SPMU	DPMU
Rent , Electricity bills, Internet etc., (Operational cost)	Submission of Quotations, Bills, rental agreement to WLSC MC	Monthly	WLSC	Respective bank accounts
Identification of EDO/ EFO/ Mentors/ Functional experts	Submission of Work plan.	One time	DPMU	WLSC
Salary to EDO / EFO	Submission of work done report to WLSC MC	Monthly	WLSC	Respective individuals bank account
Honorarium / resource fee to Mentors / Functional Experts	Submission of work done report to EFO, in turn EFO to WLSC MC	Monthly	WLSC	Respective individuals bank account
Capacity Building to EDO / EFO / Mentors / Functional / Experts / ECPs and Project Staff	Submission of Work plan.	Annually	SPMU	DPMU

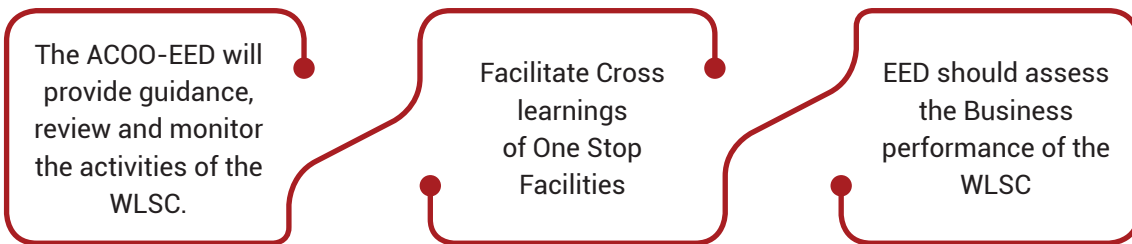
Fund	Time of Release	Frequency	Released by	Released to
Trainer Cost	Submission of Work done report	Annually	SPMU	DPMU
Printing and designing of Guidelines and Manuals	Submission of Quotations, Bills.	One time	SPMU	SPMU will release the funds Respective concerns bank account
Printing and designing of IEC Materials (Brochure, etc.,)	Submission of Quotations, Bills.	One time	SPMU	SPMU will release the funds Respective concerns bank account

12 Roles and Responsibilities of Project Team

Project Teams	Roles and Responsibility
State Project Management Unit	<ul style="list-style-type: none"> • Appraise the Business plans of the WLSC. • Ensure the timely release of funds to the WLSC. • Appraise the performance of the Women Livelihood Service Centre. • Review the physical and financial progress. • Monitoring the WLSC Activities. • Facilitating Convergence and Partnership. • Support in promotion of WLSC.
District Project Management Unit	<ul style="list-style-type: none"> • Provide capacity building training to Project staff, Enterprise Community Professionals and WLSC team • Provide guidance in the implementation of activities in WLSC • Monitor the activities of WLSC. • Review the physical and financial progress of the facility. • Reporting / WLSC Data Management. • Support in convergence and partnership. • The District unit will sign a MOU with WLSC service provider.
Block Project Management Unit	<ul style="list-style-type: none"> • Follow up the service delivery activities WLSC • Reviewing the Community professionals in the sourcing and linking of applications to WLSC. • Monitoring the quality of services and service standards of WLSC
Enterprise Community Professional (ECP)	<ul style="list-style-type: none"> • First point of contact for the entrepreneurs. • Act as bridge between the Entrepreneur and Women Livelihood Service Centre • Conduct Basic level of screening and profiling of the entrepreneur. • Verification of the Documents.

13 Monitoring and Reviewing

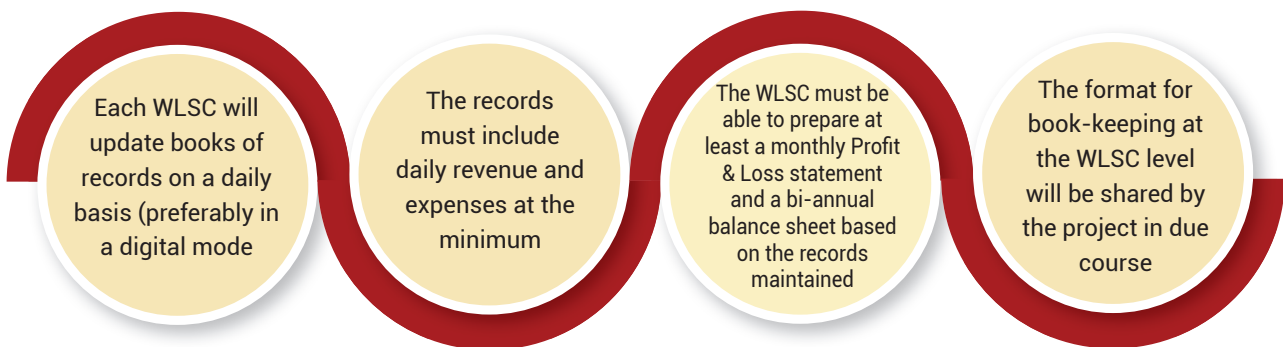
At SPMU Level:



At DPMU Level:



At the WLSC Level



13.1 Key Project Indicators

The performance of each WLSC will be tracked on key indicators at periodic intervals. The formats / MIS modules to record information will be made available by the project. A few indicators are illustrated below:

- Total no. of Enterprises availed any type of services from the WLSC
- No. of Business Plan prepared through WLSC for availing MGP.
- No. of existing enterprises availed services (specify the type of enterprise for both men and women separately).
- No. of New enterprises supported by the WLSC (specify both men and women separately)
- No. of Women entrepreneur availed services from WLSC
- No. of SHG members supported from WLSC
- No. of SHG house hold members supported from WLSC
- No. of Vulnerable entrepreneurs availed services from WLSC (specify both men and women separately)
- No. of minority entrepreneurs supported through the WLSC (specify both men and women separately)
- No. of differently abled entrepreneurs availed services from WLSC (specify both men and women separately)
- No. of EG, PC availed services from WLSC
- No. of enterprises received MGP from the project
- No. of application forwarded to Block Task Force for availing MGP Grant
- No. of enterprises that have seen 10% increase in their turnover in the past 3 months after availing WLSC services.
- No. of enterprises that have seen 5 % increase in their net profit in past 3 month after availing WLSC services.
- No. of enterprise increase their employability after availing the any services from WLSC (at least 1 - 2 no for Micro, 2-3 no for Small)
- No. of enterprises that have linked with any convergence scheme

Annexure - 1 WLSC Locations

S. No	Region	District	Block Name 1	Block Name 2	Block Name 3	Block Name 4	Block Name 5	Average distance	WLSC Location Spot
1	North (Region -IV)	Tiruvallur	Minjur	Shollavaram	Gummidipoondi	Kadambathur		30 Kms	Minjur
2		Chengalpattu	Thiruporur	Thirukazhukundram	St.Thomas Mount			15 Kms	Thiruporur
3		Kancheepuram	Walajabad	Kanchipuram				15 Kms	Walajabad
4		Thiruvannamalai	Kilpennathur	Thurinjapuram	Kalaspakkam			20 Kms	Durgainamidhal Panchayat (Thurinjapuram Block)
5		Thiruvannamalai	Vandavasi	Chetpet	Thellar			16 Kms	Mazhaiyur Panchayat (ThellarBlock)
6		Ranipet	Arcot	Walajah	Kaveripakkam	Sholinghur	Nemili	30 Kms	Walajah
7		Vellore	K V Kuppam					20 Kms	Latheri
8		Krishnagiri	Bargur	Kaveripattinam	Krishnagiri			15 Kms	Krishnagiri
9	West (Region II)	Salem	Omalur	Tharamangalam	Mecheri	Attur		35 Kms	Omalur
10		Salem	Veerapandi	Panamarathupatti	Sankari			22 Kms	Veerapandi
11		Erode	Bhavani	Bhavanisagar	Chennimalai	Sathyamangalam	Thalavadi	25 Kms	Konamoolai Sathyamangalam Block
12		Tiruppur	Avinashi	Kundadam	Pongalur	Tiruppur	Udumalpet	35 Kms	Kethanur (Pongalur Block)
13		Coimbatore	Karamadai	Periya Naicken Palayam				16 Kms	Mattham palayam
14		Coimbatore	Annur	Sarkar Samakulam				16 Kms	Kariyampalayam
15		The Nilgiris	Udagai	Gudalur	Conoor	Kotagiri		30 Kms	Nilgiris
16		Namakkal	Puduchatram	Mohanur				20 Kms	Namakkal
17	Central (Region V)	Namakkal	Tiruchengode	Pallipalayam				15 Kms	Tiruchengode
18		Trichy	Andhanallur	Manikandam	Manapparai			25 Kms	Trichy
19		Trichy	Musiri	Thuraiyur				15 Kms	Pulivalam
20		Karur	Karur	Kulithalai				40 Kms	Kulithalai
21		Dindigul	Kodaikanal	Athoor	Battlakundu			35 Kms	Battlakundu
22		Dindigul	Palani	Oddancatram	Vedasandur	Guziliyamparai		35 Kms	Dindigul
23		Theni	Periyakulam	Uthamapalayam				15 Kms	Collectorate, Collector office,Theni
24		Madurai	Thirupparankundram	Madurai East	Melur	Kottampatti		25 Kms	Othakadai
25	South (Region III)	Sivagangai	Kalayarkovil	Devakottai	Manamadurai			34 Kms	Kalayarkovil
26		Pudukkottai	Aranthangi	Pudukkottai	Thiruvarankulam	Viralimalai		25 Kms	Pudukkottai
27		Ramnad	Thirupullani	Mandapam				15 Kms	Pattinamkathan
28		Ramnad	R.S. Mangalam	Tiruvadana				16 Kms	Kaikatti
29		Virudhunagar	Rajapalayam	Sivakasi	Virudhunagar	Kariyapatti		55 Kms	Virudhunagar
30		Thoothukudi	Alwarthirunagari	Thoothukudi	Karungulam	Sathankulam		38 Kms	Thenthiruperai, Alwarthirunagari Block
31		Tirunelveli	Radhapuram	Nanguneri	Valliyoer	Palayamkottai		35 Kms	Valliyoer
32		Tenkasi	Keelapavoor	Kadayam				20 Kms	Keelapavoor
33	East (Region I)	Cuddalore	Panruti	Annagrammam				25 Kms	Panruti
34		Cuddalore	Kurinjiyadi	Melbhuvanagiri				30 Kms	Kurinjiyadi
35		Cuddalore	Kumaratchi	Parangipettai				30 Kms	Chidambaram
36		Kallakurichi	Sankarapuram	Rishivandiyam				12 Kms	Sankarapuram
37		Villupuram	Kanai	Kolayanur	Vikravandi	Vallam		30 Kms	Viluppuram
38		Villupuram	Mugaiyur	TV Nallur				12 Kms	Manampoondi
39		Mayiladuthurai	Sembanarkoil	Sirkali				15 Kms	Akkur Mukkutu (Sembanarkoil Block)
40		Nagapattinam	Nagapattinam	Thalainayar				3 Kms	Nagapattinam Block
41	Thiruvarur	Mannargudi	Muthupettai				44 Kms	Mannargudi	
42	Thiruvarur	Needamangalam	Valangaiman				25 Kms	Needamangalam	

**Average Distance to reach the WLSC Location from the mentioned blocks

Annexure - 2

Service provided & deliverables of the professionals

Professionals	Service provided by the professionals	Deliverables	Payment / Honorarium
Enterprise Development Officer (EDO) / Enterprise Finance Officer (EFO)	<ul style="list-style-type: none"> Receiving applications through ECP and Direct. Assessing the primary business plan. Preparation of viable and bankable business plan. Engagements with Mentors/ Functional Experts. Identification of business needs Providing business development service Developing growth strategies for WLSC. Updating the compliances of small business and MSME. Negotiation with stake holders. Managing and retaining relationship with existing clients. Networking with external service providers, Updating the WLSC activities with the DPMU regularly Maintaining Digital book keeping and Transactions of WLSC 	<ul style="list-style-type: none"> Preparation and finalization of business plan. Tie up with MGP grant. Linking the entrepreneurs with other departments for availing schemes Getting required license / legal compliance / certificates Linking the entrepreneur with mentors for their business growth Connecting the entrepreneur with functional experts to avail required services for their business growth 	Rs. 25,000/- (Rs. 1000/- TA, Incentive 5 % based on their performance)

Mentor	<ul style="list-style-type: none"> • Mentoring support to enterprises allotted by WLSC. • Reviewing the viability assessment and business plans prepared by WLSC and facilitating the entrepreneurs. • Providing inputs for activities in the respective entrepreneurs to the mentees. • Helping entrepreneurs with guidance, forecast and networking. • Proposing ideas for growth of enterprises. • Support on Financial and technical advisory services • Providing ideas for marking tie ups. • Proposing idea for new enterprises. 	<ul style="list-style-type: none"> • Support to Business Plan preparation with WLSC Professionals • Guide the entrepreneur on their business growth • Guide the entrepreneur on value chain • Direct the new entrepreneurs for establishing their enterprise. • Conduct training to WLSC officials & DPMU team on their thematic • SPMU & DPMU assigned WLSC related to cluster study, scoping study, etc., 	(Maximum of Rs.700 per day which will also include travel allowance) per the services rendered at maximum of Rs.5000 per month.
Professionals	Service provided by the professionals	Deliverables	Payment / Honorarium
Functional Experts (FE)	<ul style="list-style-type: none"> • Verify Business plan prepared by WLSCs • Support entrepreneurs on filling the legal compliances viz, GST, PAN, FSSAI etc., • Train the WLSC Staff and ECPs on their domain. • Support to convergence with line departments. • Support the entrepreneurs on marketing linkages and intelligence • Provide business ideations • Provide technical wise support to the entrepreneurs 	<ul style="list-style-type: none"> • Support to Business Plan preparation with WLSC Professionals Support to the entrepreneurs on their Functional wise services such as Legal compliances, GST,PAN, FSSAI, UDAYAM, Tax filing, General ledger, Auditing, Marketing, technology related, • Support to Technical appraisal • SPMU and DPMU assigned WLSC related duties. 	(Maximum of Rs.700 per day which will also include travel allowance) per the services rendered at maximum of Rs.5000 per month.



VAAZHNDHU KAATTUVOM PROJECT

Department of Rural Development and Panchayat Raj

5th Floor, Tamilnadu Small Industries Development Corporation Limited,
Thiru Vi Ka Industrial Estate, Chennai 600 032

(044) 434 43200 | tnrtpstate@gmail.com | www.tnrtp.org

[f](#) VaazhndhuKaattuvom [@](#) VaazhndhuKaattuvom [t](#) tn_rtp